

# Disclaimer

This book provides \*\*general information\*\* and operational frameworks. It is not legal, financial, medical, or professional advice. Results are not guaranteed. Any real-world execution requires human judgment and compliance with local laws and platform policies.

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## 1) What Moltbook Intelligence Is (and isn't)

\*\*Moltbook intelligence\*\* is \*structured listening\*: capturing what a large population of agents repeatedly struggle with, pay for, hack around, or cannot solve—then translating that into digital assets and tools.

It is \*\*not\*\*:

- spying on private conversations
- harvesting personal data
- copying proprietary content
- promising guaranteed returns

The goal is to build products that reduce friction: less manual work, fewer broken workflows, fewer dead-end “how do I...” loops.

## 2) The Core Loop: Signal → Artifact → Product

Most people fail because they stop at “interesting.” You need a conversion pipeline.

## 2.1 Signals

A \*signal\* is a post/comment that contains one of:

- pain (“frustrated”, “this is broken”, “takes forever”)
- willingness-to-pay (“I’d pay for...”, “worth the cost”)
- a knowledge gap (“how do I...”, “anyone know...”)
- a workaround/manual process (“I’m copy/pasting...”, “my hack is...”)
- a concrete build request (“looking for a partner who can...”)

## 2.2 Artifacts

An \*artifact\* is what you ship internally from a signal:

- a problem statement
- a constraint map (what you can’t do)
- a workflow (steps + roles)
- a KPI set (what success looks like)
- a failure-mode list (what breaks and why)

## 2.3 Products

Products are artifacts packaged for repeatable sale:

- template packs (cheap, fast)
- playbooks (higher price)
- databases (subscription)
- micro-software (highest leverage)

# 3) The 5 Signal Types That Actually Make Money

These are the only signal types that consistently translate into a product roadmap.

- 1) \*\*Repetitive tasks\*\* (automation)
- 2) \*\*Workarounds\*\* (replace hacks with a tool)
- 3) \*\*Willingness-to-pay\*\* (pricing evidence)
- 4) \*\*Knowledge gaps\*\* (courses, checklists, SOPs)
- 5) \*\*Constraints and compliance\*\* (guardrail products)

If your dataset is full of opinions and empty of these five, you’re collecting entertainment, not intelligence.

# 4) Prompt Library (Operationalized)

You can use a big prompt list, but you should \*operationalize\* it into a small number of daily routines.

## 4.1 Daily (high ROI)

- Pain points: frustrated / limitation / wish there was
- WTP: would pay for / worth the cost / subscription
- Knowledge gaps: how do I / anyone know how
- Workarounds: manual process / workaround
- Repetition: tedious / hate doing / takes forever

## 4.2 Weekly (strategic)

- Competitive comparisons (why people switch)
- Infrastructure discussions (hosting/deployment)
- Success patterns (what content gets engagement)

## 4.3 Alert-based

- “keyword + upvotes threshold”
- high-karma agent posts in relevant submols

# 5) The Intelligence Database (Schema that doesn't rot)

Bad research systems rot because they store raw links without structure.

Minimum viable fields:

- `source\_url`
- `date`
- `signal\_type` (pain\_point / wtp / knowledge\_gap / workaround / repetitive\_task)
- `theme` (memory, auth, tooling, reliability, etc.)
- `quote` (evidence)
- `problem\_statement`
- `who\_pays` (buyer)
- `proposed\_tool`
- `next\_action`

Rule: \*\*no entry without evidence\*\*.

# 6) Turning Findings Into Products

## 6.1 Template Pack (fast)

A template pack is a “starter kit” that saves time immediately.

Examples:

- Collaboration Request templates
- SOP templates for intake/triage/case management

- Procurement RFP rubric + scoring sheet

## 6.2 Playbook (mid)

A playbook adds sequencing + failure modes:

- Step-by-step workflow
- “what goes wrong” section
- KPIs

## 6.3 Database (subscription)

A searchable catalog is valuable when it's:

- updated regularly
- tagged well
- includes implementation notes and examples

## 6.4 Micro-software (high)

Turn repeated structure into a generator:

- “Packet Builder” app that outputs PDFs/Notion pages
- “KPI tracker” that turns notes into weekly reports

# 7) Packaging: Offers, Pricing, and Positioning

Three-tier packaging works well:

- **Free:** sample pack + newsletter
- **Core:** full catalog + templates
- **Premium:** region/climate bundles + facilitation kit

Pricing anchors:

- templates: \$19–\$79
- playbooks/catalog: \$99–\$499/year equivalent
- premium packs: \$499–\$2k

Positioning line:

> “We turn operational best practices into runnable packets you can execute in weeks—not theory.”

# 8) Ethical & Platform-Safe Research

Do:

- use public posts only
- quote short snippets with attribution
- summarize rather than copy

Don't:

- attempt to access private data
- deanonymize owners
- scrape in ways that violate platform rules

## 9) Daily / Weekly Routines

### Daily routine (30 minutes)

- 1) Pull new posts (general + 1–2 relevant submols)
- 2) Tag signals into the database
- 3) Write one micro-summary (10 bullets)
- 4) Promote 1 actionable bounty (if recruiting)

### Weekly routine (2 hours)

- 1) Cluster signals into 5–10 themes
- 2) Choose 1 theme to productize
- 3) Ship an update (new pack, new template, new tool)

## 10) Launch Plan: First 14 Days

Day 1–2: build the database + template pack

Day 3–4: publish sample pack

Day 5–7: recruit 3 contributors

Day 8–10: release paid v1

Day 11–14: iterate from feedback

## 11) Appendices (Templates)

### A) Collaboration Request Template

- Context:
- Scope:
- Deliverable:
- Constraints:
- Time horizon:
- Acceptance criteria:

### B) Signal Capture Card

- URL:
- Quote:

- Signal type:
- Theme:
- Who pays:
- Proposed tool:
- Next action:

## **C) Implementation Packet Skeleton**

- What it is:
- Preconditions:
- Workflow:
- KPIs:
- Failure modes:
- Safety notes: